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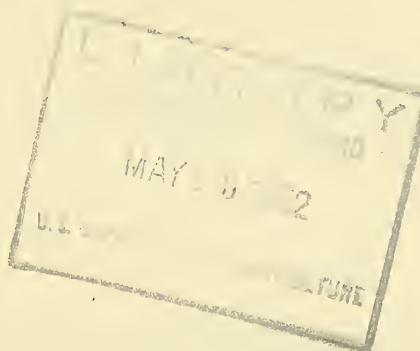
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
IN

MARCH 1952

United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration



Washington 25, D. C.
April 1952

Agriculture--Washington

FOREWORD

This report presents data on consumer purchases during March 1952 of fresh citrus fruits, canned juices, frozen concentrated juices, ade bases, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act (RMA Title II).

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
MARCH 1952

The data in this report represent purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

During March 1952, household purchases of canned single strength orange juice and frozen concentrated orange juice continued at near record levels for this series, beginning in October 1949, while those of fresh oranges were almost unchanged from a year ago. Frozen concentrated orange juice purchases totaled 3,300,000 gallons, 77 percent more than in March of last year. Canned single strength orange juice purchases totaled about 2,000,000 cases in March, somewhat less than in February but were 38 percent more than a year ago. Householders bought 3,300,000 boxes of fresh oranges during the month. These fresh orange purchases, combined with those of the orange juices, on a fresh equivalent basis, amounted to almost 7,500,000 boxes of fruit, or about one-fifth more than in March last year. Prices consumers paid for fresh oranges as well as the juices were considerably below those prevailing during the month last season.

Purchases of grapefruit and grapefruit juice by householders were equivalent to nearly 3,300,000 boxes of fruit, an increase of 12 percent over March 1951. Larger purchases of fresh grapefruit, up one-fifth, were responsible for the gain. With the exception of the California-Arizona grapefruit, prices paid in March were about 10 cents per dozen lower than last year. The average of 22.2 cents paid per 46-ounce can of single-strength grapefruit juice was the lowest in this series.

Householders purchased the equivalent of 294,000 boxes of lemons in the form of canned and frozen lemon juices, lemonade bases, and fresh lemons in March, the largest monthly total since October. The increase compared with February was accounted for by larger purchases of canned juice, frozen lemonade base, and fresh lemons. The average price paid for fresh lemons by householders was slightly below that of February, while those of canned lemon juice and frozen lemonade base remained about the same.

Householders bought a near record of 8,485,000 cases of canned single-strength juices in March. Prices paid for all canned juices, except apple juice, were slightly lower than in February.

Householders purchased 7,276 tons of dried prunes in March, a record for any month in this series. Prices paid continued to decline slightly, with the average of 24.5 cents somewhat below that of a year ago. Purchases of 2,097 tons of dates were 67 percent larger than in March 1951, as a result of larger purchases of domestic dates. Prune juice purchases equaled 435,000 cases, 13 percent more than a year ago, while the average price householders paid was unchanged.

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FROZEN JUICES AND ADE BASES

Frozen concentrated orange juice purchases by householders totaled 3,314,000 gallons during March 1952, almost equal to the record volume bought in February (fig. 4). Purchases were 77 percent larger than in March 1951. Prices householders paid for frozen concentrated orange juice continued to decline, averaging 16.3 cents per 6-ounce can during the month. This was the lowest average price paid during any month thus far. About 24 percent of all families bought frozen concentrated orange juice during March, compared with a little more than 18 percent a year ago (table 1).

Prices paid for frozen concentrated orange juice have decreased each month since July 1951, declining slightly more than one-fourth during this period. During the same period, purchases have almost doubled.

For the season to date (October-March), household purchases of frozen concentrated orange juice have been about 60 percent larger than during the same period a year ago. Prices paid by consumers at the beginning of the season averaged about 2 cents per 6-ounce can less than a year earlier, but the March average of 16.3 cents was almost 6 cents below that of a year ago.

Householders bought about 80,000 gallons of frozen lemonade base during March 1952, somewhat more than in February (table 1). Prices paid averaged approximately 16 cents per 6-ounce can, almost unchanged from the previous month. Families that purchased bought an average of about $2\frac{1}{2}$ cans each during the month.

Frozen concentrated grape juice purchases by householders amounted to 202,000 gallons during March, a substantial increase over the 169,000 gallons bought during February (table 1). This was an increase of nearly two-thirds over the quantity bought during March 1951. Prices paid averaged 22.6 cents per 6-ounce can, compared with 25.2 cents a year ago.

CANNED JUICES

Householders purchased 8,435,000 cases (equivalent No. 2 cans) of canned single strength juices in March 1952 (table 2). This volume was almost equal to purchases in February, the record high for this series beginning in October 1949. Almost 57 percent of all families purchased 1 or more of the canned juices during March, the largest proportion buying in any month of this series. Prices of all canned juices, except apple juice, declined slightly in March, compared with February, and prices of canned orange, grapefruit, and orange-grapefruit blended juices were at the lowest levels of this series.

Household purchases of canned single strength orange juice amounted to 2,016,000 cases (equivalent No. 2 cans) in March (fig. 5). March purchases were 13 percent below those of the preceding month, but represented the third month since October 1949 in which household purchases exceeded

2 million cases. The average price paid by householders for canned orange juice declined again in March to 24.4 cents per 46-ounce can, the lowest average in this series. Almost 18 percent of all families bought canned orange juice 1 or more times during the month. For the season to date (October 1951-March 1952), household purchases of canned orange juice exceeded those of a year earlier by about 28 percent.

Householders purchased 1,062,000 cases (equivalent No. 2 cans) of canned single strength grapefruit juice in March, slightly more than in the preceding month or in March 1951 (fig. 5). Householders paid an average of 22.2 cents per 46-ounce can for grapefruit juice, the lowest monthly average in this series, a slight decline from February but almost 6 cents below the average in March a year ago. Almost 11 percent of all families purchased grapefruit juice during March, the highest proportion purchasing in any month since October 1951. For the season to date (October 1951-March 1952), household purchases of canned single strength grapefruit juice were about 5 percent below those of the comparable period last season.

Canned orange-grapefruit blended juice purchases by householders amounted to 474,000 cases (equivalent No. 2 cans) in March, 15 percent less than in February and 12 percent less than in March 1951 (fig. 5). Householders paid an average of 23.4 cents per 46-ounce can for blended juice in March, slightly lower than in February, and the lowest monthly average in this series. Household purchases of canned orange-grapefruit blended juice during October 1951-March 1952 exceeded those of a year earlier by about 4 percent.

Householders bought the equivalent of 49,000 cases of No. 2 cans of canned lemon juice in March (table 2). This volume represented an increase of 17 percent compared with the preceding month, and an increase of 36 percent compared with March a year ago. Householders paid an average of 10.5 cents per 5½-ounce can for lemon juice in March, almost the same as in the preceding month, but 12 percent less than in March 1951. Nearly 3 percent of all families purchased canned lemon juice.

Household purchases of canned tomato juice amounted to 1,859,000 cases (equivalent No. 2 cans) in March, the largest volume purchased in any month in this series, and exceeded purchases in February, the previous record, by 6 percent and those of March 1951 by more than one-fifth. Householders paid an average of 27.4 cents per 46-ounce can for tomato juice in March, slightly less than in the preceding month or in March a year ago (table 2). This average, however, was about 3 cents per 46-ounce can higher than that of canned orange juice. Canned tomato juice was purchased by 21 percent of all families in March, a slightly larger proportion than in February or in March a year ago. Purchases from October 1951 through March 1952 were about 12 percent more than in the corresponding period a year earlier.

Household purchases of canned pineapple juice amounted to 1,415,000 cases (equivalent No. 2 cans) in March, approximately the same as in the 2 months preceding. The average price paid by householders declined

to 28.6 cents per 46-ounce can, the same as in November, when purchases were at the record level of 1,675,000 cases. For the period October 1951 through March 1952, household purchases of canned pineapple juice exceeded those of a year earlier by about two-thirds.

Householders purchased the equivalent of 435,000 cases of No. 2 cans of prune juice in March, slightly more than in the preceding month and 13 percent more than in March a year ago (fig. 9). They paid an average of 32.5 cents per 32-ounce bottle for prune juice in March, almost the same as in February and a year earlier.

FRESH CITRUS FRUIT

Householders bought 3,301,000 boxes of fresh oranges in March (fig. 1). This was one of the largest monthly totals during the past two seasons, being exceeded by only four other months in this period.

Purchases of Florida oranges by households amounted to 1,869,000 boxes, slightly larger than in the preceding month and a record for this series (fig. 6). Household purchases of Florida oranges each month, beginning with January, have exceeded those of the corresponding months of 1951, and for the season to date (October 1951-March 1952) were about 11 percent larger. Householders paid an average of 35 cents per dozen for Florida oranges in March, almost unchanged from the preceding month but considerably below the average of 42 cents last March.

Purchases of California-Arizona oranges in March amounted to 862,000 boxes, 10 percent below purchases in the preceding month and 37 percent below those of March 1951 (fig. 6). Beginning with January, household purchases of California-Arizona oranges each month have been smaller than purchases in the corresponding months last year but for the period October 1951-March 1952 were almost the same as a year earlier. Householders paid about 47 cents per dozen for California-Arizona oranges in March, practically the same as in February but almost 6 cents below the average last March.

Householders purchased 2,113,000 boxes of fresh grapefruit in March, the largest quantity purchased in any month of this series and about 4 percent more than in February, the previous record (fig. 7). They paid an average of 82 cents per dozen, slightly less than in the preceding month and, except for January 1951, the lowest monthly average in this series. About 33 percent of all families purchased grapefruit during March, almost the same as in the preceding month and in March a year ago (table 3). During October 1951-March 1952, household purchases of fresh grapefruit exceeded those of the same months last season by about 4 percent.

Householders purchased 218,000 boxes of fresh lemons in March, about 8 percent more than in the preceding month but slightly less than in March 1951 (fig. 8). They paid an average of 46 cents per dozen, the

lowest price for any month since October and about 1 cent less than the average in March last year. About 21 percent of all families purchased lemons during March, the largest proportion purchasing in any month since last September.

DRIED FRUITS

Dried prune purchases by householders during March 1952 amounted to 7,276 tons, a record total for any month since this series of reports began (October 1949). March purchases represented an increase of 16 percent over the previous month and a gain of 20 percent over March 1951 (fig. 9). Householders paid an average of 24.5 cents per pound for dried prunes during the month, slightly less than in February and about 2.5 cents per pound less than in March of last year. Nearly 17 percent of all families bought dried prunes during March 1952, a record high for any month for which these data have been reported (table 4). Families that purchased dried prunes during the month averaged nearly 2 pounds each.

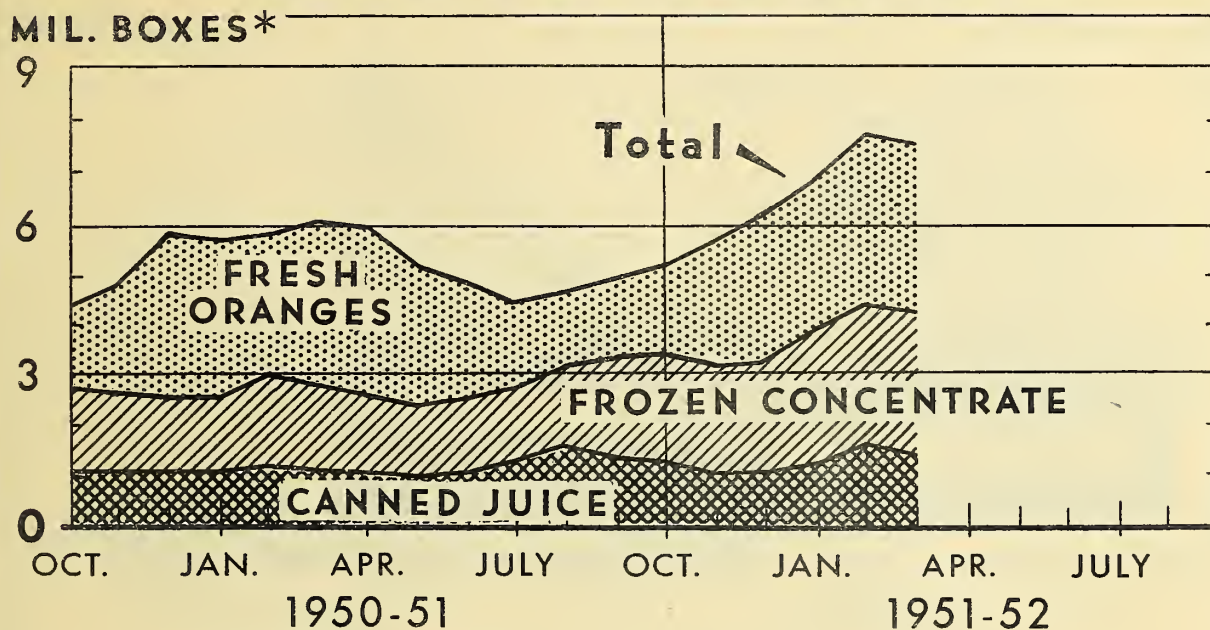
During the period October 1951-March 1952, householders bought about 6 percent more dried prunes than in the corresponding period a year ago. Prices paid by householders declined slightly from October through March this season, whereas last season they increased somewhat during this period. Thus far, they have averaged slightly lower than a year ago.

Householders bought two-thirds more dates during March 1952 than in the same month of 1951--2,097 tons compared with 1,255 tons. This increase was almost entirely the result of increased purchases of domestic dates which totaled 1,407 tons, compared with only 625 tons during the same month last year (fig. 10). Imported date purchases by householders, on the other hand, were almost unchanged, amounting to 446 tons during the month. An additional 244 tons were not identified as to origin. Prices consumers paid for both domestic and imported dates averaged 2 to 3 cents per pound less than in March 1951. The March average for domestic dates was about 27 cents per pound, while the price paid for imported dates averaged about 44 cents per pound. About 40 percent more families bought domestic dates than in March 1951, while there was no increase in the proportion buying imported dates (table 4).

Purchases of domestic dates during October 1951-March 1952 exceeded those of the same period a year ago by about two-fifths. Household purchases of imported dates for the same period were only about 6 percent larger than in the previous year.

Household purchases of dried apricots, dried peaches, and mixed dried fruits during March 1952 were somewhat larger than during the preceding month and, with the exception of dried apricots, were larger than in March last year. Dried apricot purchases amounted to 714 tons and those of dried peaches 475 tons. Consumers paid about the same average prices for these fruits as in March of last year. Dried apricots averaged 60 cents per pound and dried peaches 43 cents per pound,

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48351-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1950 to date

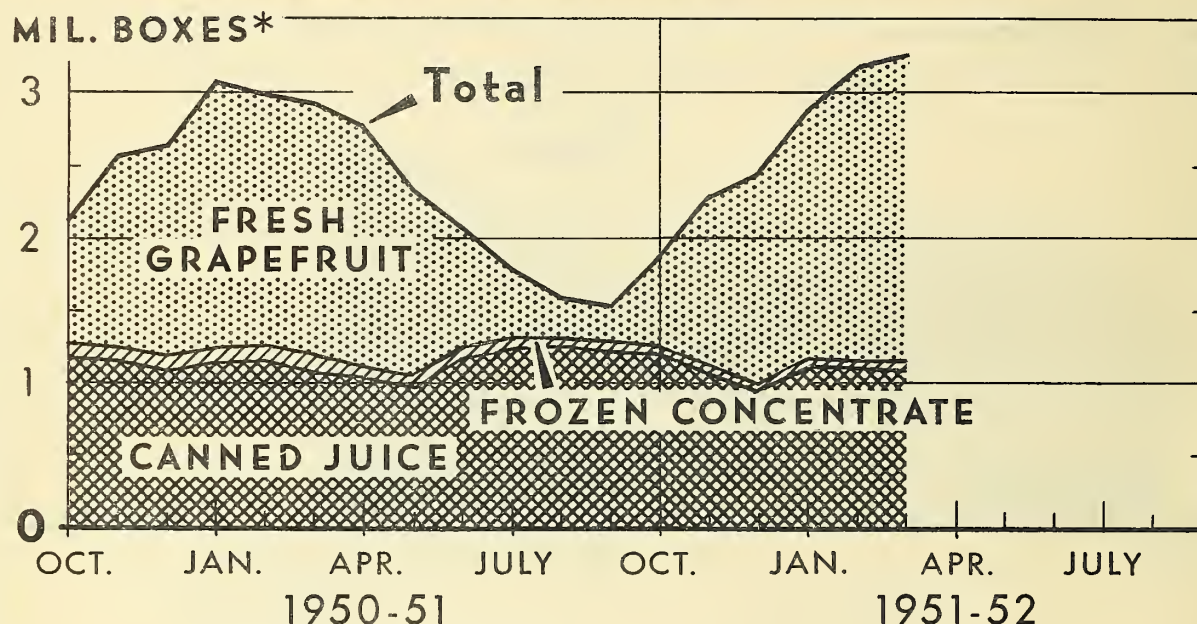
Period	Fresh oranges		Frozen concentrated orange juice ^{1/}		Canned single-strength orange juice ^{2/}		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,824	1,686	2,043	1,605	1,312	1,068	5,179	4,359
December	2,693	2,266	2,036	1,508	1,008	1,061	5,737	4,835
October-December ^{3/}	3,127	3,415	2,051	1,412	1,033	1,056	6,211	5,883
	8,202	7,985	6,676	4,938	3,649	3,464	18,527	16,387
January	3,101	3,216	2,551	1,463	1,289	1,050	6,941	5,729
February	3,275	3,083	2,790	1,619	1,607	1,141	7,672	5,843
March	3,301	3,375	2,752	1,600	1,399	1,119	7,452	6,094
October-March ^{3/}		18,498		10,044		7,058		35,600
April		3,401		1,546		1,043		5,990
May		2,796		1,440		944		5,180
June		2,296		1,444		1,013		4,753
October-June ^{3/}		27,632		14,841		10,284		52,757
July		1,749		1,383		1,306		4,438
August		1,478		1,573		1,570		4,621
September		1,656		1,929		1,361		4,946
Season ^{3/}		32,955		20,442		14,892		67,989

^{1/} These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{3/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48350-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1950 to date

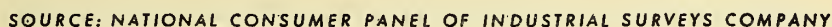
Period	Fresh grapefruit		Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	606	830	66	105	1,201	1,181	1,873	2,116
November	1,182	1,319	57	98	1,055	1,151	2,294	2,568
December	1,453	1,425	57	102	934	1,096	2,444	2,623
October-December 3/	3,638	3,925	200	335	3,478	3,756	7,316	8,016
January	1,732	1,810	58	101	1,110	1,139	2,900	3,050
February	2,033	1,709	57	107	1,099	1,152	3,189	2,968
March	2,113	1,713	62	125	1,082	1,081	3,257	2,919
October-March 3/		9,687		698		7,431		17,816
April		1,660		87		1,017		2,764
May		1,263		82		969		2,314
June		804		94		1,155		2,053
October-June 3/		13,687		989		10,847		25,523
July		455		84		1,232		1,771
August		267		70		1,247		1,584
September		246		73		1,217		1,536
Season 3/		14,745		1,236		14,873		30,854

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

MIL. BOXES



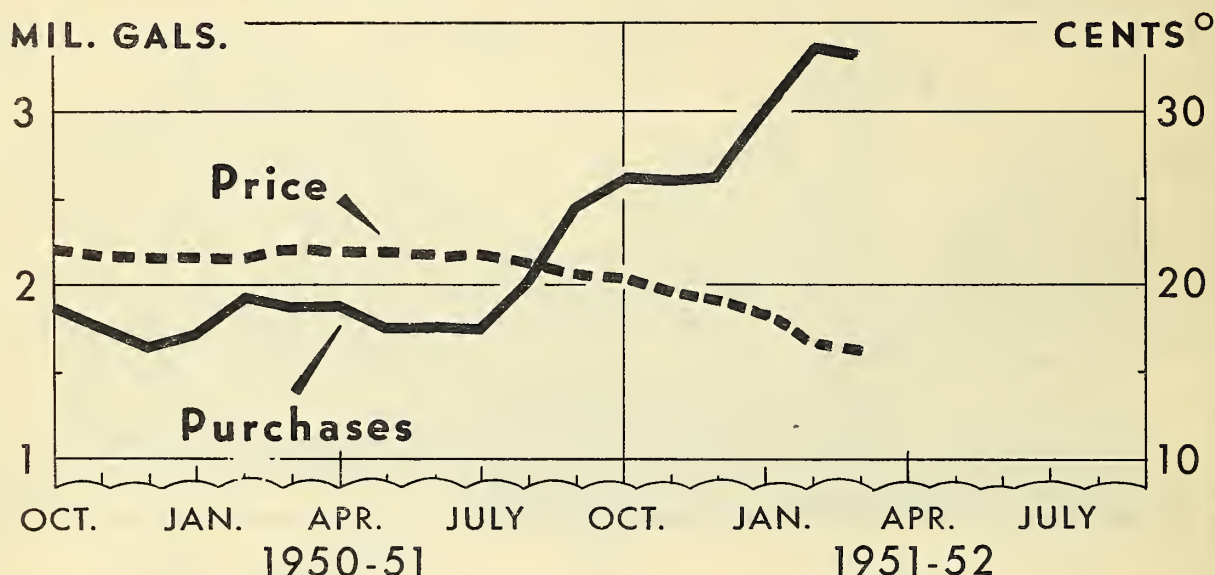
NEG. 48349-XX BUREAU OF AGRICULTURAL ECONOMICS

Period	Lemon	Lemonade bases			Fresh	Total
	juice	Frozen	Shelf pack	Total	Lemons	
	<u>1/</u>					
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1951						
June	90	75	16	91	466	647
July	108	129	27	156	584	848
August	85	148	23	171	497	753
September	47	55	11	66	300	443
October	47	40	5	45	236	328
November	47	27	4	31	192	270
December	48	19	3	22	209	279
October-December 2/	160	92	14	106	683	949
1952						
January	53	22	2	24	206	283
February	45	18	5	23	202	270
March	51	21	4	25	218	294
October-March 2/						
April						
May						
June						
October-June 2/						

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS °PER CAN OF 6 OUNCES
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG.48342-XX BUREAU OF AGRICULTURAL ECONOMICS

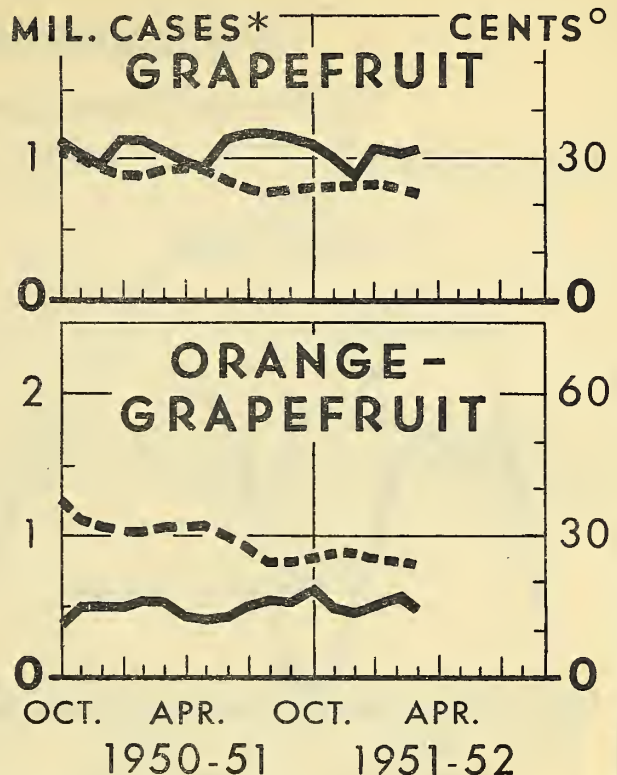
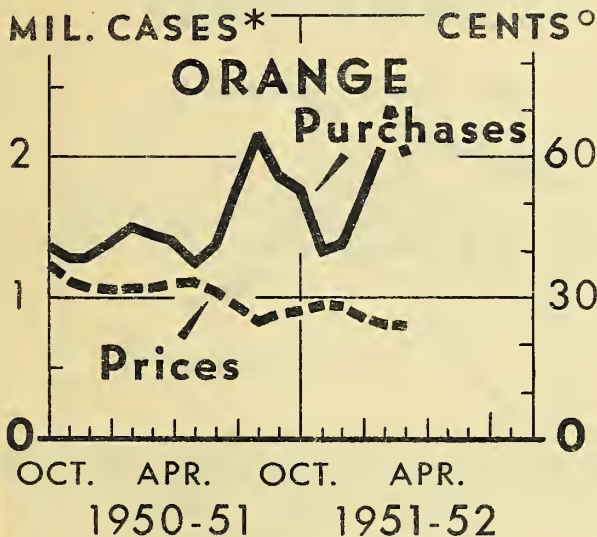
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per 6 oz. can	
	1951-52	1950-51	1951-52	1950-51
	1,000 gallons	1,000 gallons	Cents	Cents
October	2,608	1,865	20.4	22.1
November	2,600	1,762	19.7	21.7
December	2,619	1,638	19.1	21.6
October-December 1/	8,528	5,747		
January	3,060	1,716	18.2	21.6
February	3,358	1,917	16.7	21.5
March	3,314	1,872	16.3	22.1
October-March 1/		11,752		
April		1,892		21.9
May		1,768		21.9
June		1,775		21.6
October-June 1/		17,635		
July		1,756		21.8
August		2,022		21.3
September		2,470		20.7
Season 1/		24,414		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24#2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48343-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1950 to date

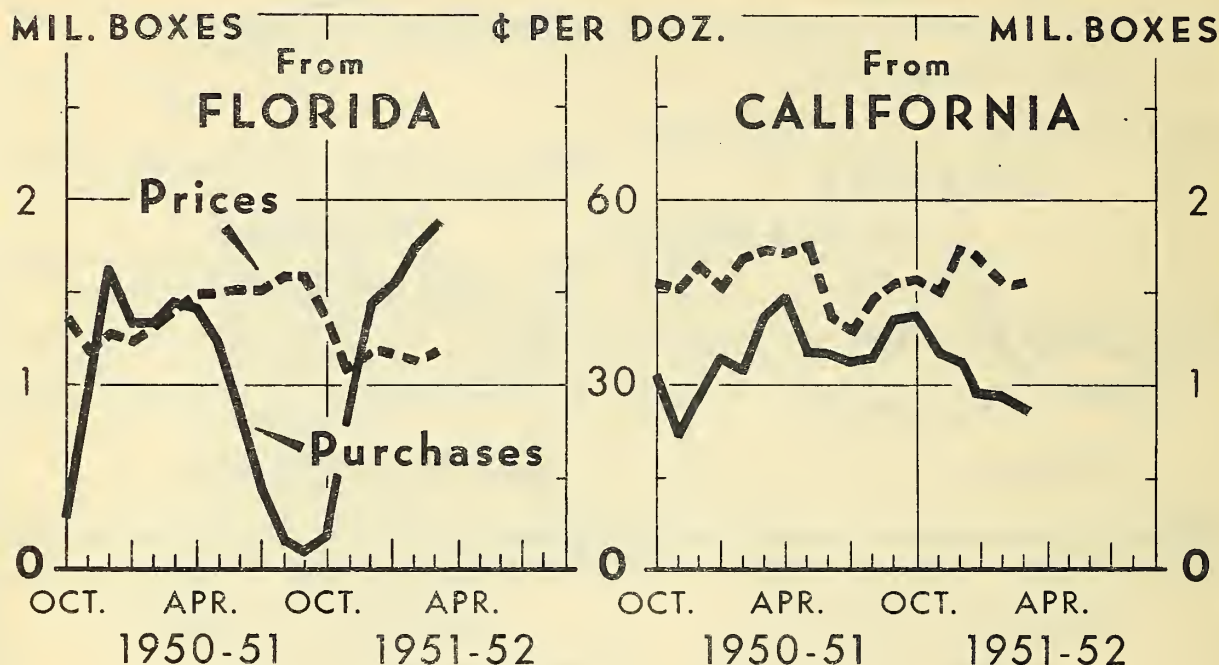
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1951-52 ¹	1950-51 ¹	1951-52 ²	1950-51 ²	1951-52 ¹	1950-51 ¹	1951-52 ²	1950-51 ²	1951-52 ¹	1950-51 ¹	1951-52 ²	1950-51 ²
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,728	1,357	26.7	37.3	1,099	1,117	23.1	31.6	611	364	25.0	38.0
November	1,325	1,284	28.3	33.7	996	1,022	23.7	30.3	477	489	26.2	33.7
December	1,377	1,272	28.2	32.1	868	956	23.8	28.5	448	499	25.8	31.6
October-December 2/	4,830	4,248			3,240	3,390			1,656	1,485		
January	1,812	1,368	26.6	31.5	1,068	1,138	24.0	27.3	528	499	25.3	31.1
February	2,309	1,490	24.6	32.0	1,041	1,135	23.1	27.0	557	536	24.4	30.7
March	2,016	1,456	24.4	32.3	1,062	1,049	22.2	27.8	474	537	23.4	31.8
October-March 2/		8,931				7,012				3,193		
April		1,403		33.2		975		28.4		429		32.0
May		1,261		33.3		931		28.0		405		32.3
June		1,358		31.0		1,138		25.6		426		30.1
October-June 2/		13,251				10,325				4,557		
July		1,775		28.1		1,192		23.8		499		27.7
August		2,166		25.1		1,190		22.6		537		24.5
September		1,850		25.9		1,163		22.8		521		24.7
Season 2/		19,540				14,179				6,267		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48344-XX BUREAU OF AGRICULTURAL ECONOMICS

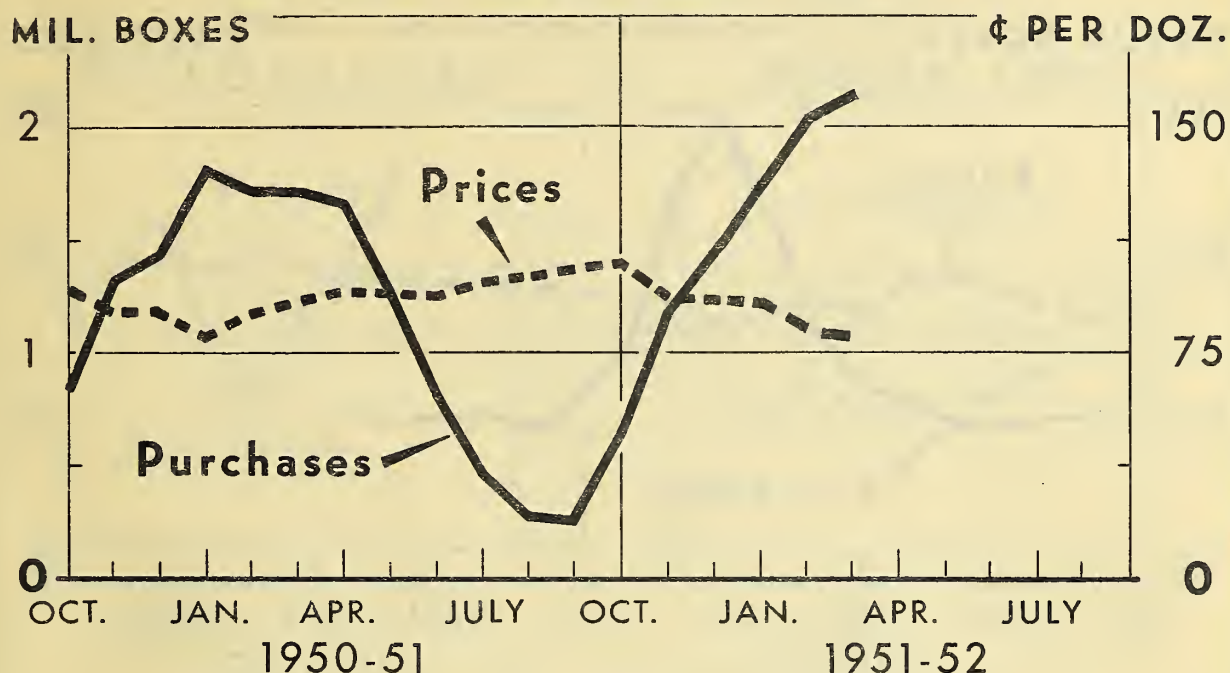
Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1950 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	166	278	40.7	40.5	1,371	1,045	47.0	46.5
November	981	999	32.8	35.6	1,186	738	45.2	45.4
December	1,468	1,640	34.8	38.3	1,116	938	50.8	49.4
October-December 1/	2,921	3,247			3,874	2,865		
January	1,565	1,333	34.6	36.8	974	1,152	50.5	45.9
February	1,735	1,327	34.0	39.4	956	1,074	46.5	50.7
March	1,869	1,451	34.8	42.1	862	1,370	46.6	52.1
October-March 1/		7,713				6,797		
April		1,412		44.6		1,472		51.8
May		1,243		45.1		1,171		52.3
June		830		45.7		1,160		44.0
October-June 1/		11,458				10,859		
July		408		44.8		1,123		38.6
August		149		48.3		1,143		44.2
September		83		47.9		1,362		46.6
Season 1/		12,134				14,818		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48347-XX BUREAU OF AGRICULTURAL ECONOMICS

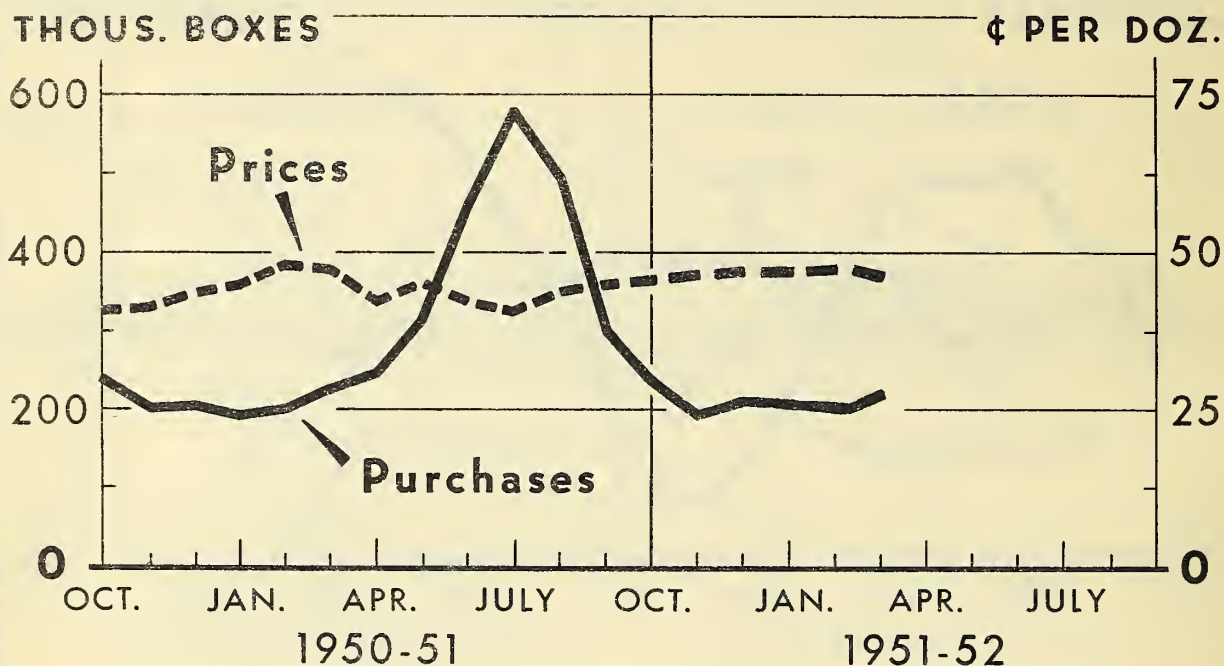
Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents
October	606	830	106.0	96.9
November	1,182	1,319	93.5	88.5
December	1,453	1,425	92.4	88.5
October-December 1/	3,638	3,925		
January	1,732	1,810	90.7	80.6
February	2,033	1,709	84.1	87.3
March	2,113	1,713	81.8	91.8
October-March 1/		9,687		
April		1,660		94.0
May		1,263		94.3
June		804		93.7
October-June 1/		13,687		
July		455		97.8
August		267		100.1
September		246		103.0
Season 1/		14,745		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48364-XX BUREAU OF AGRICULTURAL ECONOMICS

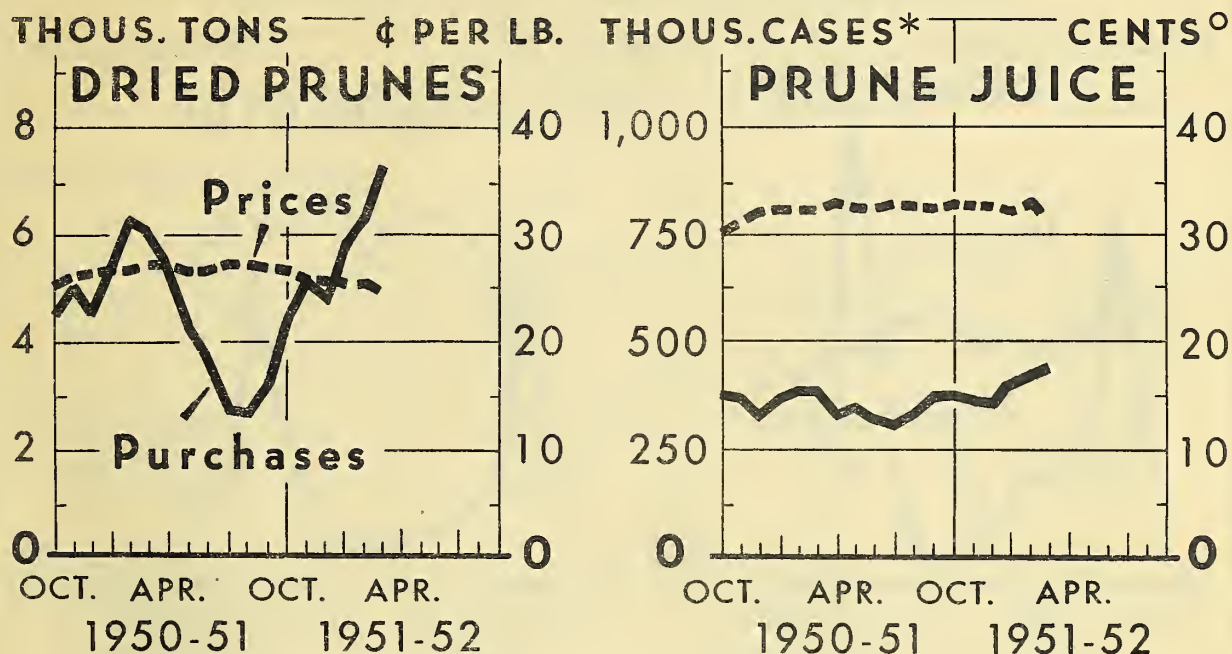
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	236	236	45.2	40.5
November	192	201	46.7	40.8
December	209	204	46.8	42.8
October -December 1/	683	691		
January	206	193	47.4	44.8
February	202	200	47.8	48.1
March	218	224	45.9	46.9
October-March 1/		1,365		
April		246		42.3
May		314		44.5
June		466		41.8
October-June 1/		2,508		
July		584		40.4
August		497		43.5
September		300		45.0
Season 1/		4,014		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's ^o CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48348-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1950 to date

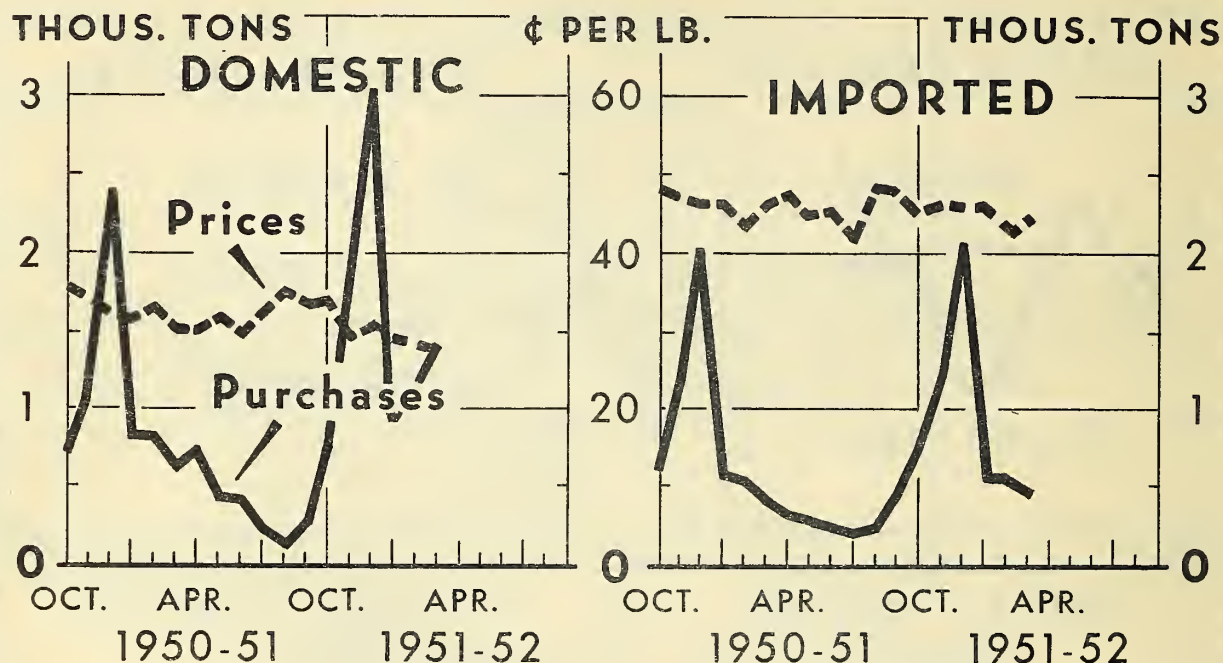
Period	Dried prunes				Prune juice			
	Purchases		Average prices		Purchases		Average prices	
			per pound				per 32 oz. bottle	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,391	4,485	26.5	25.0	373	381	32.6	30.1
November	5,154	4,996	25.8	26.0	362	373	32.5	30.9
December	4,793	4,541	25.4	26.4	357	328	32.5	32.0
October-December 2/	15,871	15,625			1,220	1,189		
January	5,884	5,364	25.0	26.6	396	368	32.3	32.2
February	6,292	6,318	25.1	26.7	415	387	32.9	32.3
March	7,276	6,075	24.5	27.1	435	386	32.5	32.4
October-March 2/		35,037				2,439		
April		5,405		27.1		334		32.9
May		4,304		26.7		354		32.6
June		3,667		26.8		324		32.4
October-June 2/		49,393				3,528		
July		2,686		27.2		307		32.7
August		2,639		27.3		328		32.6
September		3,154		27.1		371		32.3
Season 2/		58,526				4,602		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DATES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48345-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.--Dates: Consumer purchases and average prices paid, October 1950 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	768	729	33.7	35.0	761	596	45.2	48.2
November	1,906	1,073	29.6	34.0	1,254	1,178	46.2	47.0
December	3,041	2,371	30.6	32.0	2,069	2,029	45.7	46.6
October-December ^{1/}	6,251	4,643			4,456	4,153		
January	939	815	29.3	31.7	559	562	46.0	46.6
February	1,086	824	28.9	32.8	555	537	43.3	43.6
March	1,407	625	27.3	30.3	446	410	44.3	46.4
October-March ^{1/}		7,077				5,805		
April		725		30.0		315		47.7
May		428		31.7		284		45.0
June		413		29.7		240		45.5
October-June ^{1/}		8,714				6,695		
July		226		32.7		209		41.9
August		133		35.2		237		48.7
September		263		33.6		441		48.2
Season ^{1/}		9,408				7,686		

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices and ade bases: U. S. total consumer purchases, percentage of families buying, and average prices, March 1952, February 1952, and March 1951 ^{1/}

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
<u>Frozen concentrated juices:</u>			
Orange juice			
March 1952	3,314	23.7	16.3
February 1952	3,358	24.3	16.7
March 1951	1,872	18.5	22.1
Grape juice			
March 1952	202	3.9	22.6
February 1952	169	3.0	22.9
March 1951	123	2.7	25.2
Total ^{2/}			
March 1952	3,691	25.1	
February 1952	3,689	25.4	
March 1951	2,246	20.2	
<u>Ade bases</u>			
Frozen			
Lemonade base			
March 1952	80	1.5	16.1
February 1952	69	1.2	15.9

^{1/} Each month represents a 4-week period.

^{2/} Total includes purchases of frozen concentrated grapefruit and orange-grapefruit blended juices and a small amount of purchases of other concentrates.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, March 1952, February 1952, and March 1951 ^{1/}

Commodity	Consumer purchases: cases of 24 No. 2's 1,000 cases	Percentage of families buying Percent	Average price per 46-oz. can 2/ Cents
Orange			
March 1952	2,016	17.9	24.4
February 1952	2,309	18.5	24.6
March 1951	1,456	14.8	32.3
Grapefruit			
March 1952	1,062	10.7	22.2
February 1952	1,041	10.2	23.1
March 1951	1,049	11.8	27.8
Orange-grapefruit blend			
March 1952	474	5.5	23.4
February 1952	557	5.9	24.4
March 1951	537	6.1	31.8
Lemon			
March 1952	49	2.8	10.5
February 1952	42	2.5	10.6
March 1951	36	2.4	12.0
Tomato			
March 1952	1,859	21.0	27.4
February 1952	1,755	20.6	27.8
March 1951	1,529	18.8	28.3
Pineapple			
March 1952	1,415	17.0	28.6
February 1952	1,493	17.8	28.9
March 1951	829	13.1	37.4
Prune			
March 1952	435	6.9	32.5
February 1952	415	6.6	32.9
March 1951	386	6.5	32.4
Total ^{3/}			
March 1952	8,485	56.6	
February 1952	8,694	55.5	
March 1951	6,844	50.5	

^{1/} Each month represents a 4-week period.

^{2/} Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.

^{3/} Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Source: National Consumer Panel of Industrial Surveys Company

Table 3.--Fresh citrus fruits: U.S. total consumer purchases, percentage of families buying, and average prices, March 1952, February 1952, and March 1951 ^{1/}

Commodity	Consumer purchases 1,000 boxes	Percentage of families buying Percent	Average price per dozen Cents
Oranges			
California-Arizona			
March 1952	862	18.9	46.6
February 1952	956	20.6	46.5
March 1951	1,370	27.0	52.1
Florida			
March 1952	1,869	28.3	34.8
February 1952	1,735	27.0	34.0
March 1951	1,451	23.5	42.1
Total 2/			
March 1952	3,301	51.5	39.0
February 1952	3,275	51.4	38.6
March 1951	3,375	52.6	46.5
Grapefruit			
California-Arizona			
March 1952	237	3.9	73.3
February 1952	230	3.9	75.3
March 1951	225	4.2	73.2
Florida			
March 1952	1,196	19.8	81.9
February 1952	1,142	19.4	84.6
March 1951	872	16.7	94.4
Total 3/			
March 1952	2,113	33.4	81.8
February 1952	2,033	34.0	84.1
March 1951	1,713	33.1	91.8
Lemons			
March 1952	218	20.9	45.9
February 1952	202	20.5	47.8
March 1951	224	23.3	46.9
Tangerines			
March 1952	125	3.2	42.2
February 1952	479	10.6	33.2
March 1951	128	3.6	28.0

^{1/} Each month represents a 4-week period.

^{2/} Includes purchases of Texas oranges and those which were not identified as to origin.

^{3/} Includes purchases of Texas grapefruit and those which were not identified as to origin.

Table 4.--Dried fruit: U. S., total consumer purchases, percentage of families buying, and average prices, March 1952, February 1952, and March 1951 ^{1/}

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	Tons	Percent	Cents
Apricots			
March 1952	714	3.5	60.1
February 1952	600	3.1	62.4
March 1951	728	3.2	58.7
Dates			
Domestic			
March 1952	1,407	3.8	27.3
February 1952	1,086	3.2	28.9
March 1951	625	2.7	30.3
Imported			
March 1952	446	2.7	44.3
February 1952	555	3.2	43.3
March 1951	410	2.8	46.4
Total ^{2/}			
March 1952	2,097	6.8	30.9
February 1952	1,872	6.9	32.9
March 1951	1,255	6.1	34.9
Peaches			
March 1952	475	2.1	42.7
February 1952	445	1.9	42.9
March 1951	389	1.8	43.0
Prunes			
March 1952	7,276	16.6	24.5
February 1952	6,292	16.0	25.1
March 1951	6,075	15.9	27.1

^{1/} Each month represents a 4-week period.

^{2/} Includes purchases of dates which were not identified by origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 5.--Canned single strength juices: U. S. total consumer purchases and average prices, March 1952 (4-week period)

Commodity	Purchases				Average prices			
	: Percentage of all:		: Average per		: Per actual		: Per equivalent	
	: families buying:		: buying family:		: unit		: No. 2 can	
	Percent	1,000 cases 1/	Number	Ounces	Size	Cents	Size	Cents
Canned juices								
Orange	17.9	2,016	1.7	64.6	46 oz.	24.4	46 oz.	10.0
Grapefruit	10.7	1,062	1.5	63.9	46 oz.	22.2	46 oz.	9.1
Orange-gpft. blend	5.5	474	1.6	53.7	46 oz.	23.4	46 oz.	9.6
Tangerine	1.9	134	1.4	48.8	46 oz.	22.6	46 oz.	9.9
Lemon	2.8	49	1.3	13.2	5½-6oz.	10.5	5½-6oz.	34.1
Apple	3.5	284	1.6	50.7	32 oz.	22.9	32 oz.	11.7
Grape	5.1	209	1.3	30.2	32 oz.	37.3	32 oz.	24.8
Pineapple	17.0	1,415	1.6	51.4	46 oz.	28.6	46 oz.	11.7
Prune	6.9	435	1.8	34.1	32 oz.	32.5	32 oz.	18.5
Tomato	21.0	1,859	1.7	49.7	46 oz.	27.4	46 oz.	11.6
Vegetable combination	3.8	198	1.3	36.5	46 oz.	38.9	46 oz.	16.8
Other juices	2/	350	2/	34.8	46 oz.	38.1	46 oz.	16.5
Total	56.6	8,485	2.9	50.4				11.9

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 6.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, March 1952 (4-week period)

Commodity	Purchases					Average prices	
	Percentage of all families buying	Total all families: 1,000 gallons	Average per family: buying	Size of average purchase	per actual unit	Cents	
	Percent	Number	Ounces	Size			
<u>Frozen concentrated juices</u>							
Orange	23.7	3,314	2.5	15.9	6 oz.	16.3	
Grape	3.9	202	1.7	9.0	6 oz.	22.6	
Grapefruit 1/2	-	-	-	-	-	-	
Orange-grapefruit blend 1/2	-	-	-	-	-	-	
Other concentrates	2 1/2	81	2 1/2	12.8	6 oz.	16.6	
Total	25.1	3,691	2.8	15.0			
<u>Ade bases</u>							
Lemonade							
Frozen	1.5	80	1.5	10.4	6 oz.	16.1	

1/ Too few purchases reported for analysis. Purchases are included in total.
2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 7.--Fresh citrus fruit: U. S. total consumer purchases and average prices, March 1952 (4-week period)

Commodity	Purchases				Average price per dozen Cents
	Percentage of all families buying	Total all families buying	Average per buying family	Size of average purchase	
Oranges					
California-Arizona	18.9	862	2.0	11.5	46.6
Florida	28.3	1,869	2.2	13.3	34.8
Texas 1/	-	-	-	-	-
Unidentified	13.5	527	1.7	11.0	39.8
Total	51.5	3,301 2/	2.4	12.3	39.0
Grapefruit					
California-Arizona	3.9	237	1.8	5.3	73.3
Florida	19.8	1,196	2.2	4.5	81.9
Texas 1/	-	-	-	-	-
Unidentified	12.3	551	1.7	4.4	84.5
Total	33.4	2,113 2/	2.3	4.6	81.8
Tangerines	3.2	125	1.6	8.9	42.2
Lemons	20.9	218	1.6	5.4	45.9
Limes 1/	-	-	-	-	-
Total	65.0	5,757 3/	3.7	8.8	46.7

1/ Too few purchases reported for analysis.

2/ Includes small amount of purchases of Texas fruit.

3/ Total does not include small purchases of limes.

Source: National Consumer Panel of Industrial Surveys Company

Table 8.--Dried fruit: U. S. total consumer purchases and average prices, March 1952 (4-week period)

Commodity	Purchases				Average price per pound Cents
	Percentage of all families buying	Total Tons	Average per family buying	Size of average purchase	
	Percent		Number	Ounces	
Apricots	3.5	714	1.2	13.0	60.1
Dates					
Domestic	3.8	1,407	1.3	19.8	27.3
Imported	2.7	446	1.1	10.7	44.3
Unidentified	.7	244	1.2	20.2	26.9
Total	6.8	2,097	1.3	16.7	30.9
Mixed dried fruit	1.3	296	1.1	15.0	39.9
Peaches	2.1	475	1.2	13.5	42.7
Prunes	16.6	7,276	1.3	23.6	24.5

Source: National Consumer Panel of Industrial Surveys Company